

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. **(Currently Amended)** A method of dynamically determining an optimal advertisement to be used by an Internet merchant, comprising:
  - (a) receiving configuration data from the Internet merchant;
  - (b) randomly sampling visitors to the Internet website according to the configuration data continuously or at discrete intervals;
  - (c) determining an optimal advertisement using the data acquired in step (b);and
  - (d) thereafter using the optimal advertisement determined in step (c).
2. **(Original)** The method of claim 1, wherein step (c) comprises determining an advertisement that optimizes highest click-through rate.
3. **(Original)** The method of claim 1, wherein step (c) comprises determining an advertisement that optimizes highest click-rate
4. **(Original)** The method of claim 1, wherein step (c) comprises determining an advertisement that optimizes a combination of click-through rates and buy-rates.

5. **(Original)** The method of claim 4, wherein the combination is determined through a weighted formula.
6. **(Original)** The method of claim 1, wherein said configuration data includes sampling parameters.
7. **(Previously Presented)** The method of claim 1, where said configuration data includes potential advertisements that are offered to the sampled visitors in step (b).
8. **(Original)** The method of claim 1, wherein said configuration data includes whether the sampling is to be performed continuously or at discrete intervals.
9. **(Previously Presented)** The method of claim 1, wherein said configuration data includes data for segmenting the visitors into clusters.
10. **(Original)** The method of claim 1, wherein said configuration data includes a minimum threshold for automatically propagating an optimal advertisement.
11. **(Original)** The method of claim 1, wherein said random sampling is performed on the entire population of visitors to the website.
12. **(Original)** The method of claim 1, wherein visitors to the website are grouped, and each group is sampled separately.
13. **(Previously Presented)** The method of claim 12, wherein the optimal advertisement determined for each group optimizes price.

14. **(Original)** The method of claim 13, additionally comprising updating the website such that a visitor is presented with the optimal advertisement determined in step (c) according to the visitor's group.

15. **(Original)** The method of claim 12, wherein groups are determined based upon prior purchasing behavior.

16. **(Original)** The method of claim 12, wherein groups are determined based upon demographic characteristics.

17. **(Original)** The method of claim 1, additionally comprising:

(d) automatically updating the website to use the optimal advertisement determined in step (c).

18. **(Original)** The method of claim 1, additionally comprising:

(d) automatically updating the website to use the optimal advertisement determined in step (c) if the determination for the optimal advertisement meets a minimum threshold.

19. **(Original)** The method of claim 18, wherein the minimum threshold is that the optimal determined in step (c) is a predetermined percentage better than a currently offered advertisement.

20. **(Currently Amended)** A method of dynamically determining an optimal advertisement to be used by an Internet merchant, comprising:

- (a) receiving configuration data from the Internet merchant;
- (b) randomly sampling visitors to the Internet website according to the configuration data continuously or at discrete intervals;
- (c) determining a measurement for each advertisement using the data acquired in step (b);
- (d) thereafter using the optimal advertisement determined in step (c); and
- (e) repeating steps (a) - (d) using the determinations made in step (b) as configuration data in step (a).

21. (New) The method of claim 1, wherein the determination of an optimal advertisement in step (c) involves real-time learning from the dynamic analyses of the configuration data of step (b).

22. (New) The method of claim 20, wherein the determination of an optimal advertisement in step (c) involves real-time learning from the dynamic analyses of the configuration data of step (b).